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### Analytical Customer Relationship Management - group of 10 »

RL McCarthy - A White Paper from Sybase, Inc, 1999 - dmreview.com

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J Saenz, D Carlson, A Klander, J Cohn, D Nydam, C ... - 2003 - freepatentsonline.com

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... BACKGROUND Conventional **Customer Relationship** Management (CRM) software ... that integrates

**customer**-related business ... as sales and **marketing** information, within ...

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### Marketing Information Systems

RR Harmon - cpd.ogi.edu

... such as e- commerce, decision support, sales, **customer relationship** management and **customer** service ... to enable and support the **marketing** activities of ...

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KW O'Flaherty - US Patent 6,954,758, 2005 - Google Patents

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Management Server FIG ... 35 1999, by Todd M. Brye, entitled "**SQL-Based Analytic** ...

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... as quotation price from the **marketing** department, and ... build long-term and profitable **relationship** with chosen ... and responsiveness to **customer** requirements and ...

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**A STUDY OF APPLICATION OF WEB MINING FOR E-COMMERCE:  
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HI Carpenter - 2002 - [freepatentsonline.com](#)

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or **customer's** workstation. ... of dispersed users, such as **marketing** or sales ...

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... its corresponding applications for **marketing**, measurement, risk ... ERP) and **Customer Relationship** Management (CRM ... of organizational structure, **customer** lists and ...

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